

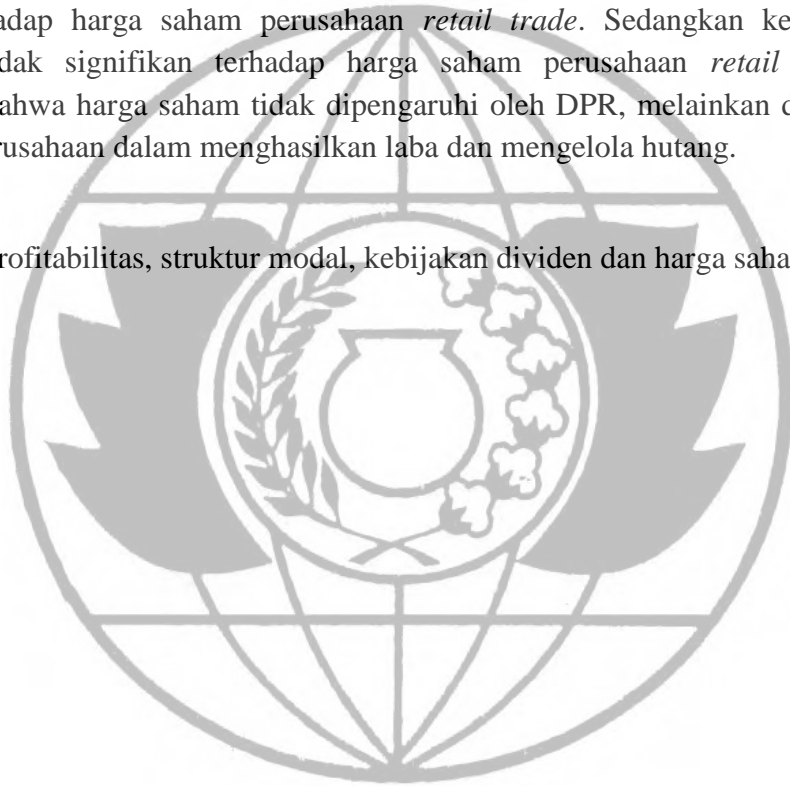
INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh profitabilitas terhadap harga saham perusahaan *retail trade*, pengaruh struktur modal terhadap harga saham perusahaan *retail trade*, dan kebijakan dividen terhadap harga saham perusahaan *retail trade*. Variabel pada penelitian ini diproksi dengan *return on asset* (ROA), *debt to equity ratio* (DER), *dividend payout ratio* (DPR) dan harga saham.

Populasi yang digunakan pada penelitian ini yaitu perusahaan *retail trade* yang terdaftar di Bursa Efek Indonesia periode 2015-2019. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling* sehingga menghasilkan 7 perusahaan sebagai sampel. Adapun teknik analisa yang digunakan dalam penelitian ini adalah teknik analisis regresi linear berganda.

Hasil pengujian menunjukkan bahwa profitabilitas dan struktur modal berpengaruh signifikan terhadap harga saham perusahaan *retail trade*. Sedangkan kebijakan dividen berpengaruh tidak signifikan terhadap harga saham perusahaan *retail trade*. Hal ini menunjukkan bahwa harga saham tidak dipengaruhi oleh DPR, melainkan dipengaruhi oleh kemampuan perusahaan dalam menghasilkan laba dan mengelola hutang.

Kata Kunci : profitabilitas, struktur modal, kebijakan dividen dan harga saham.



ABSTRACT

This research aimed to find out the effect of profitability, capital structure and dividend policy on stock price of retail trade companies. While, the variables were referred to return on asset (ROA), debt to equity ratio (DER) and dividend payout ratio (DPR). The population was retail trade companies which were listed on Indonesia Stock Exchange (IDX) during 2015-2019. Moreover, the data collection technique used purposive sampling in which the sample was based on criteria given. In line with, there were 7 retail trade companies as the sample. Furthermore, the data analysis technique used multiple linear regression. based on the research result, it concluded profitability had significant effect on companies stock price. Likewise, capital structure had significant effect on companies stock price. On the hand, dividend policy had insignificant effect on companies stock price. In other words, stock price was not affected by debt payout ratio (DPR). However, it was affected by companies performace in creating some profits and managing its debts.

Keywords: profitability, capital structure, dividend policy, stoeck price.

